

MDW 2018

P

PRESOTTO

P

Milano



Nel centralissimo quartiere Duomo, in Corso di Porta Romana 2 a Milano, il nuovo "TAILOR MADE STORE" è un flagship differente: creativo, seducente, cosmopolita, ambiente ideale per architetti e interior designer che qui trovano uno spazio creativo concepito come una galleria d'arte.

In the very central Duomo quarter of Milan, in Corso di Porta Romana 2, the new TAILOR MADE STORE is a flagship store with a difference: creative, seductive and cosmopolitan, it's the ideal place for architects and interior designers, conceived to be like a creative art gallery.

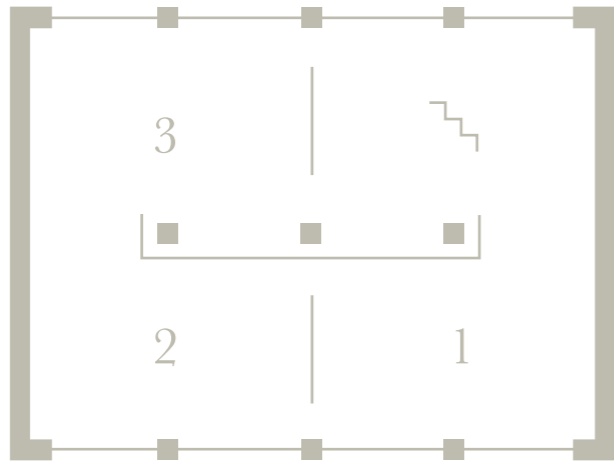
Corso di Porta Romana, 2 - Milano (Italia)

Milano design week

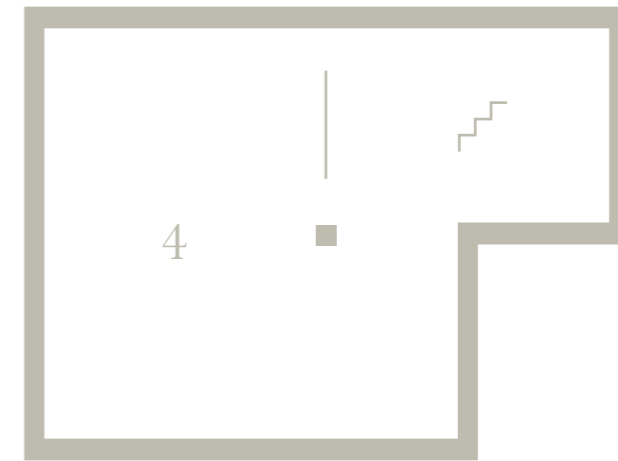
#fuorisalone2018

Presotto si rinnova interpretando l'abitare contemporaneo in uno spazio evolutivo e flessibile, ispirandosi alle diverse scale della progettazione. Riportare le linee generatrici del disegno urbanistico e architettonico alla scala dell'oggetto: questo l'obiettivo di una ricerca che mira a far comunicare più mondi, adattando un unico linguaggio a diversi ambiti progettuali. "Dal cucchiaino alla città" come diceva Ernesto Nathan Rogers in un suo celebre slogan, un approccio progettuale universale, che abbraccia urbanistica, architettura, interni, allestimento e design.

Presotto is renewing its products by interpreting contemporary living in an evolving, flexible space, drawing inspiration from various sizes of architectural design. To scale down the lines that generate urban and architectural design to the dimensions of a small object: this is the purpose of research aiming at making various worlds communicate with each other by adapting a single language to different design ambits. "From a spoon to the city" as Ernesto Nathan Rogers used to say in one of his slogans: a universal design approach that embraces town planning, architecture, interiors, showroom arrangements and design.



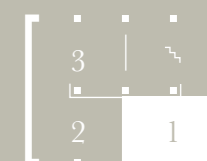
Piano terra
Ground floor



Piano interrato
Basement

- Libreria **Pari&Dispari**
- **Pari&Dispari** bookcase system

- Composizione **I-modulART**
- **I-modulART** composition



Stanza 01



Libreria Pari&Dispari bifacciale laccato opaco grigio polvere, ante telaio con vetro trasparente grigio e ripiani interni in vetro.

Double-sided Pari&Dispari bookcase in matt Grigio Polvere lacquer, framed clear Grigio glass doors with glass interior shelves.



Composizione giorno I-modulART.
I-modulart living room composition.

I-modulART, timewood.

I-modulART, timewood detail.

Composizione I-modulART, basi con prensilità in laccato opaco grigio polvere. Boiserie in laccato opaco grigio polvere e mensole in laccato opaco blu avio. Pensili con struttura in laccato opaco grigio polvere e frontali in timewood.

I-modulART composition, base units with grip recesses in matt Grigio Polvere lacquer. Matt Grigio Polvere wall panelling and shelves in matt Blu Avio lacquer. Wall units with matt Grigio Polvere lacquered structure and Timewood fronts.

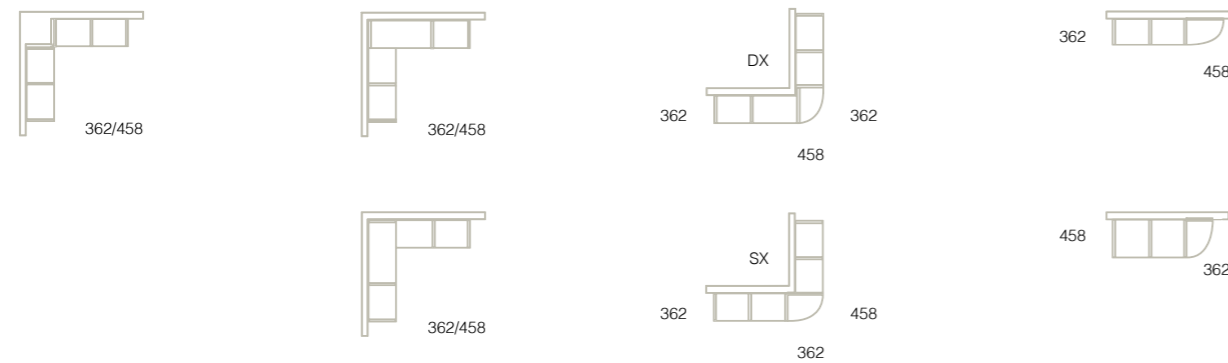
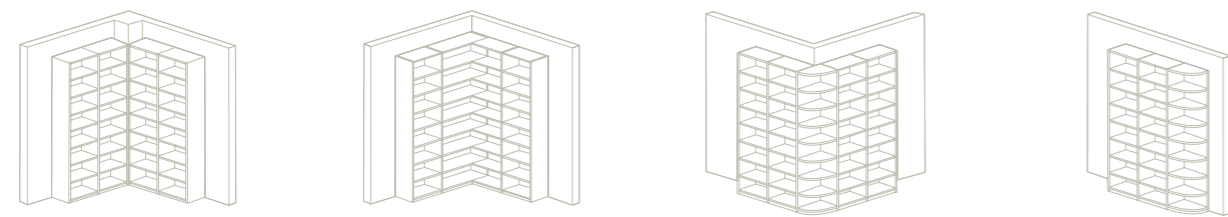
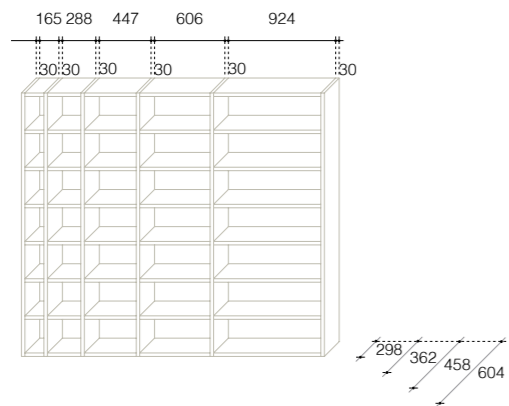
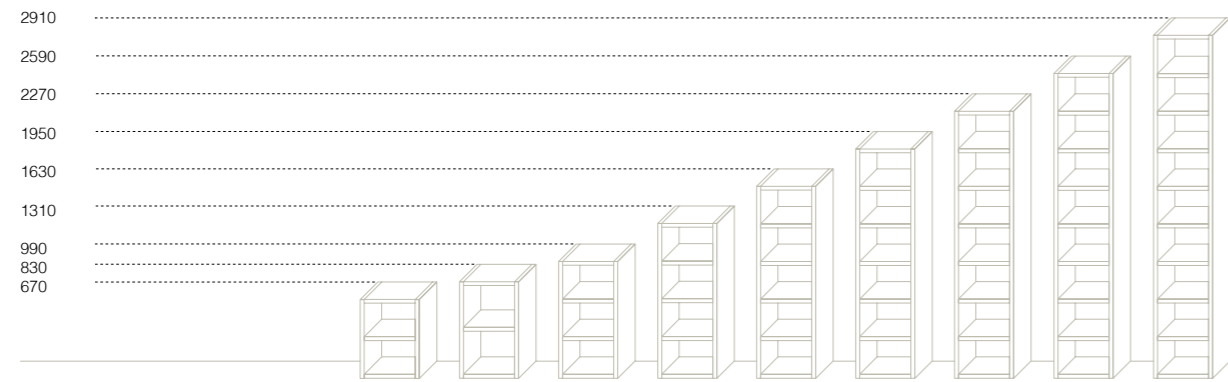
Design Sciuto Architetti





Linee
Progetto

Presotto si rinnova interpretando le diverse scelte della progettazione.
evolutivo e flessibile, ispirando l'architettura e l'arredamento alla
Ripartire le linee generatrici dell'oggetto in modo da poterle trasferire a
scala dell'oggetto questo l'obiettivo è di creare un linguaggio progettuale.
più mondi, adattando un unico linguaggio progettuale a contesti in un suo celebre
"cucchiaio alla città" come dice il titolo di un suo libro.
slogan, un approccio progettuale che privilegia la struttura urbanistica,
architettura, interni, allestimenti.



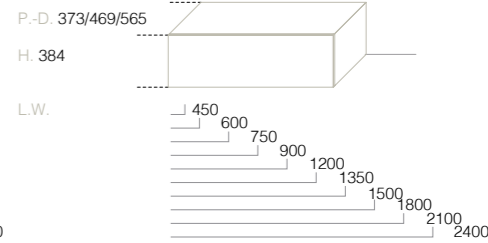
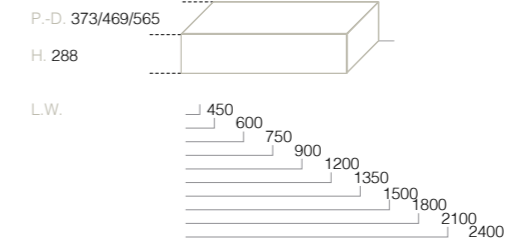
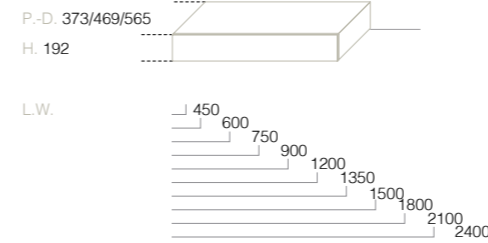
Angolo libreria con montante di collegamento.
Corner bookcase with connecting upright.

Angolo libreria a giorno.
Open corner bookcase.

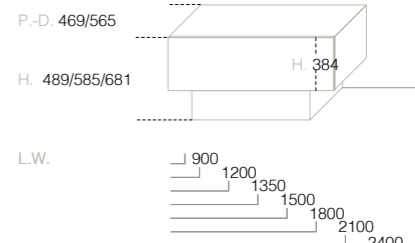
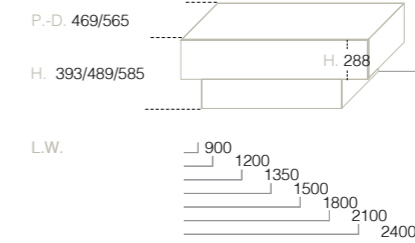
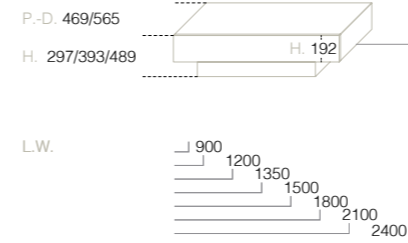
Angolo esterno.
External corner

Terminale.
End element.

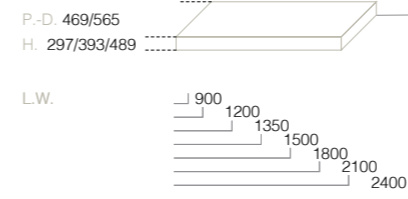
basi
base units



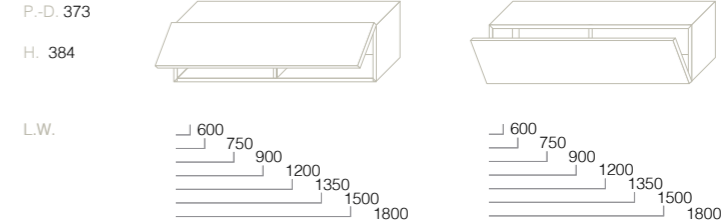
basi con zoccolo
base units with plinths



panche
benches



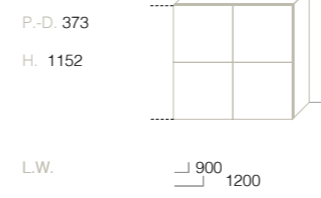
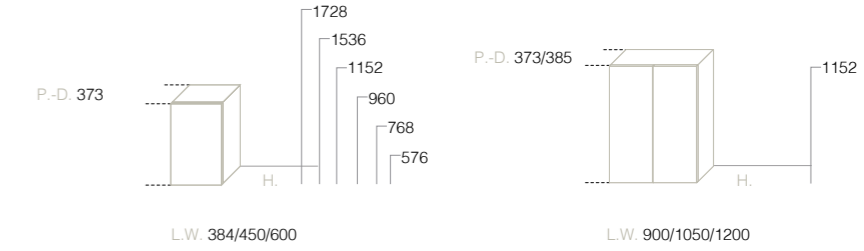
elementi ribalta
flap door units



elementi battenti
swing door units



elementi battenti
swing door units



Stanza 02



Letto Relevé in noce canaletto con interno gamba laccato opaco in finitura verde ossido. Armadio complanare Tecnopolis con anta Tau in microline foggy e maniglia incasso in finitura brass. Comodino Sigma laccato opaco beige Cappucino con maniglia incasso in finitura brass.

Relevé bed in Canaletto walnut with matt Verde Ossido lacquered reverse side of legs. Tecnopolis wardrobe with Tau coplanar sliding doors in Foggy Microline and Brass finish recessed handles. Sigma night stand in matt Beige Cappucino lacquer with Brass finish recessed handles.

Design Gherardi Architetti



Pouf Pilar in tessuto Lucrezia con piano rimovibile in legno noce canaletto.
Lucrezia fabric Pilar pouf with a removable Canaletto walnut top.



Panca Relevé in noce canaletto con top in pelle o specchio bronzo.
Relevé bench in Canaletto walnut with a bronze mirror or leather top.

Comodino Sigma laccato opaco beige cappuccino con maniglia incasso in finitura brass.
Sigma night stand in matt Beige Cappuccino lacquer with brass finish recessed handles.

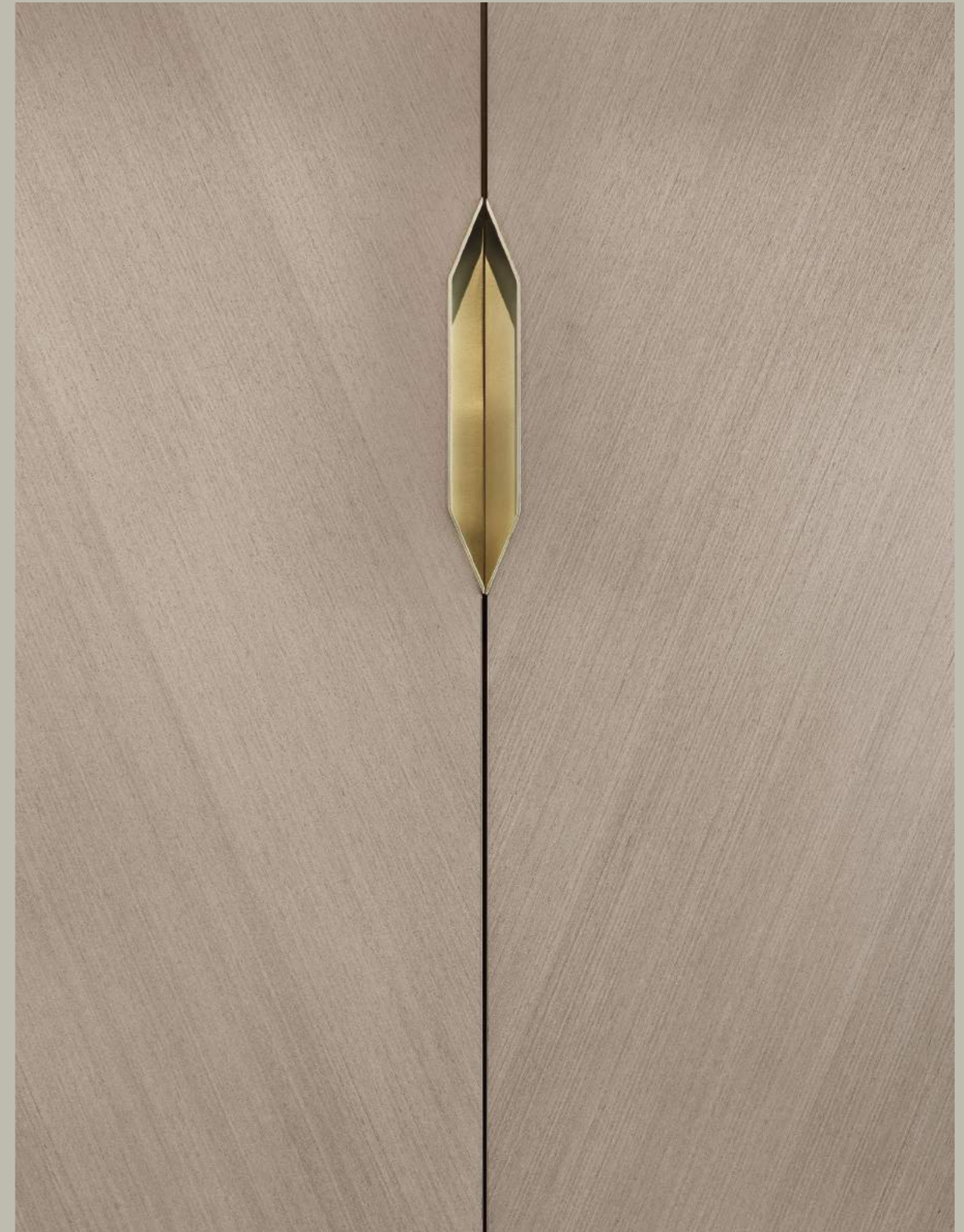


Letto Relevé in noce canaletto con interno gamba laccato opaco verde ossido.
Relevé bed in Canaletto walnut with matt Verde Ossido lacquered reverse side of legs.

Tau, maniglia.
Tau, handle detail.

Armadio Tecnopolis con anta Tau in microline foggy e maniglia
incasso in finitura brass.

*Tecnopolis wardrobe with Tau coplanar sliding doors in Foggy
Microline and Brass finish recessed handles.*





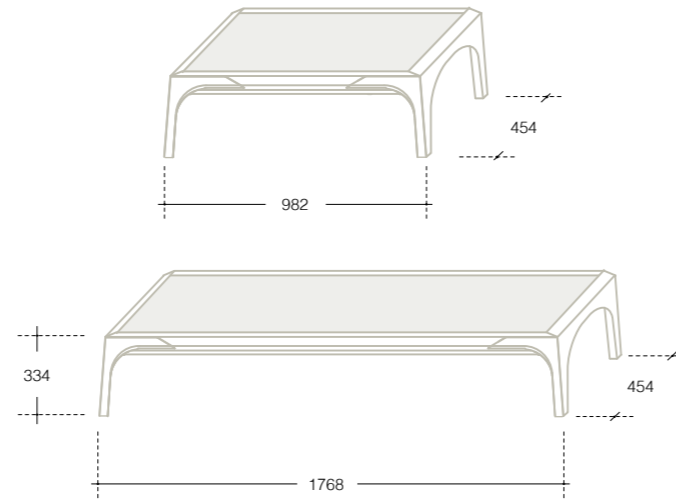
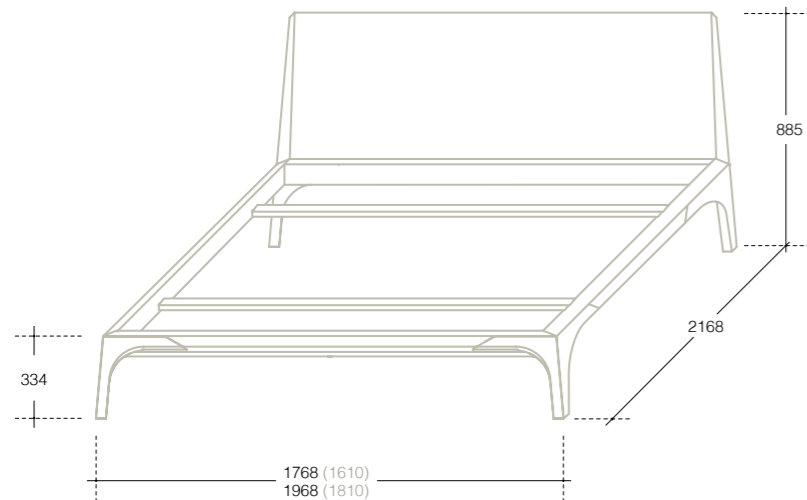
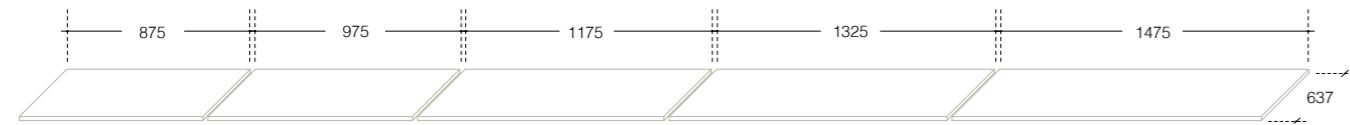
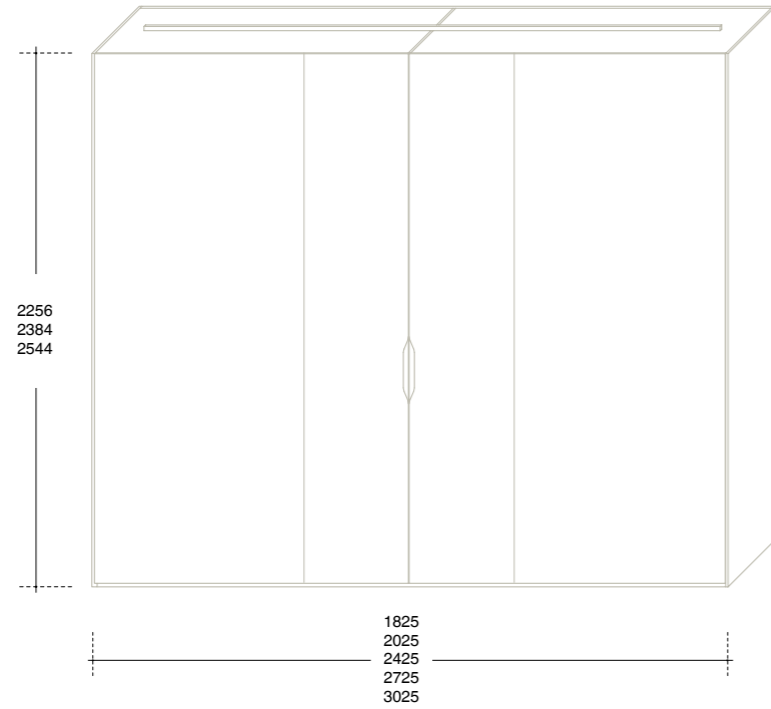
Complementi Sigma in laccato opaco grigio polvere e beige argilla con maniglia incasso in finitura brass.

Sigma drawer units in matt Grigio Polvere and Beige Argilla lacquer with Brass finish recessed handles.

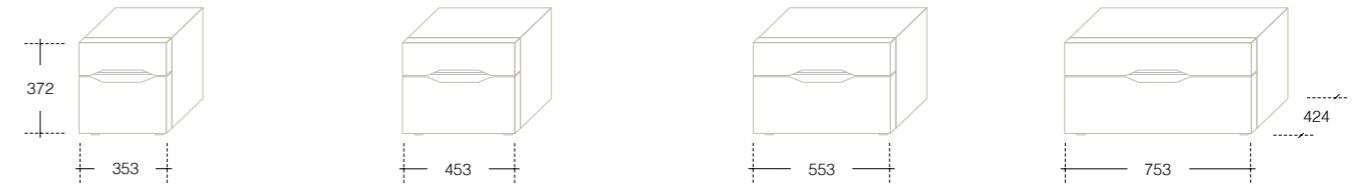




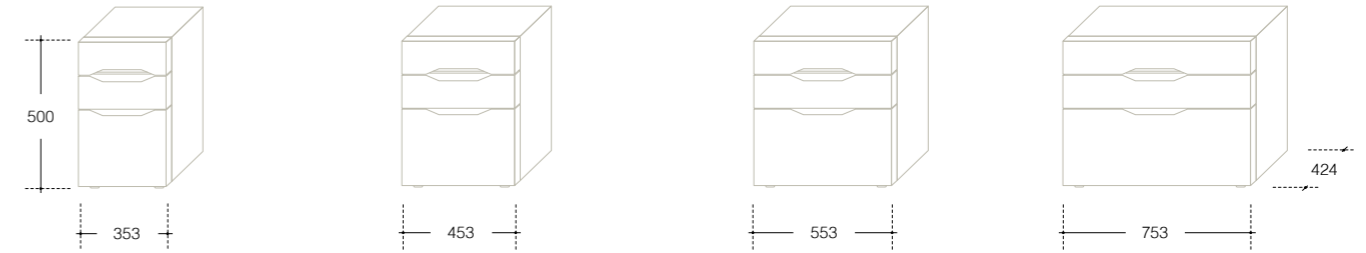
Letto Relevé in noce canaletto con interno gamba laccato opaco in finitura verde ossido.
Relevé bed in Canaletto walnut with matt Verde Ossido lacquered reverse side of legs.



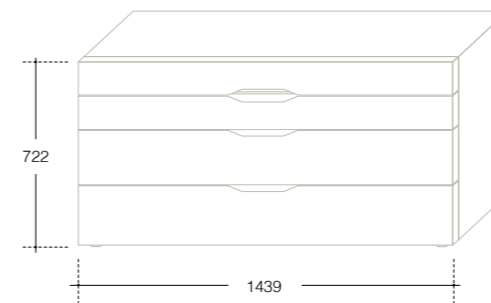
comodino 2 cassetti
2 drawers night stand



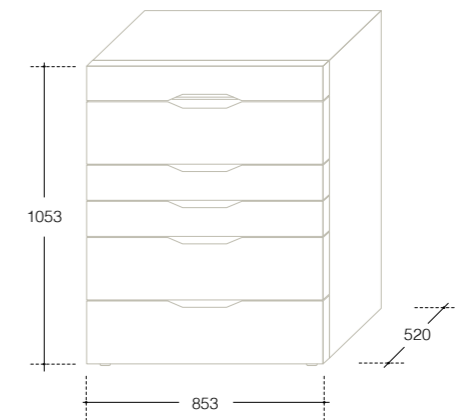
comodino 3 cassetti
3 drawers night stand



comò 4 cassetti
4 drawers dresser



comò 6 cassetti
6 drawers dresser



- Composizione **I-modulART**
- *I-modulART composition*

- Armadio **Naos**
- *Naos wardrobe*



Stanza 03

Composizione giorno I-modulART, basi con ante e pannelli boiserie in ecomalta beige argilla. Pensili in rovere malto, rovere visone con schiena in laccato opaco rosso mattone, rovere caramel, noce canaletto, rovere visone con distanziatore in laccato opaco pomelmo, rovere tabacco con schiena in laccato opaco beige argilla, rovere dark e rovere grey. Madia Hug con struttura e ante in rovere visone, gola in laccato opaco rosso mattone.

I-modulART composition: base units with Beige Argilla Ecomalta® doors and wall panels. Malto oak and Visone oak wall units with back panels in matt Rosso Mattone lacquer, Caramel Oak, Canaletto walnut and Visone oak and spacers in matt Pompelmo lacquer. Tabacco oak wall units with back panels in matt Beige Argilla lacquer, Dark oak and Grey oak. Hug sideboard with Visone oak structure and doors with matt Rosso Mattone lacquered grip recesses.





Armadio battente Tecnopolis con anta Naos in pelle martellata, profili e maniglia in finitura bronze.
Tecnopolis hinged door wardrobe with Naos bubble leather doors, Bronze finish trims and handles.

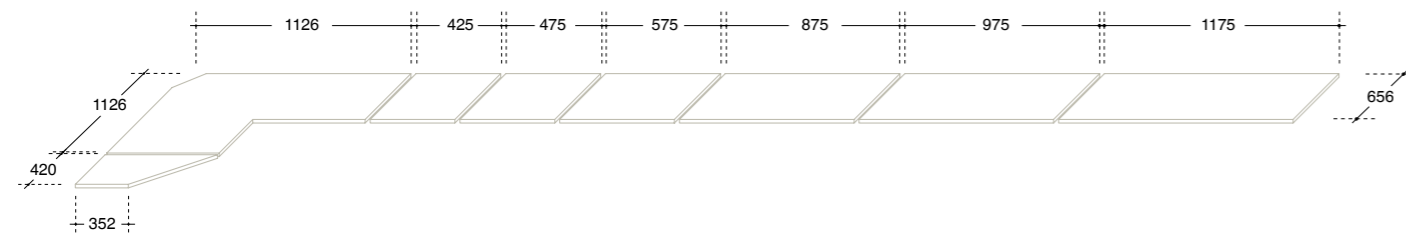
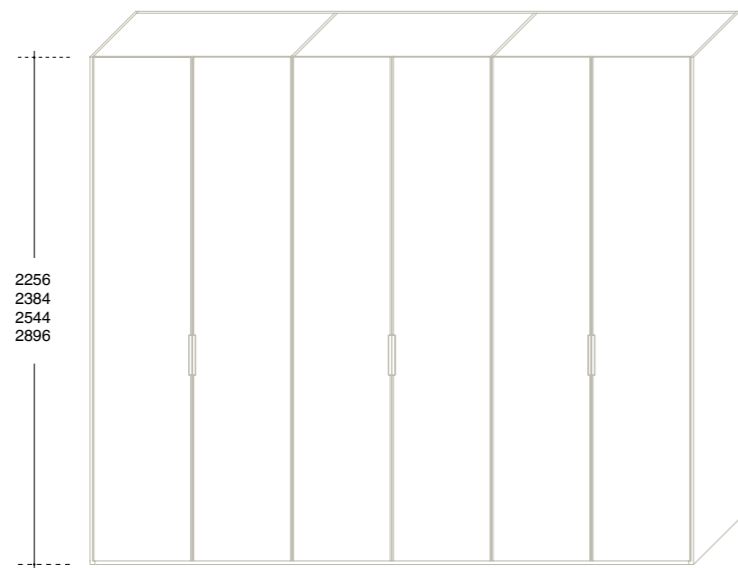
Naos, maniglia.
Naos, handle detail.

Armadio battente Tecnopolis con anta Naos in pelle martellata, profili e maniglia in finitura bronze.

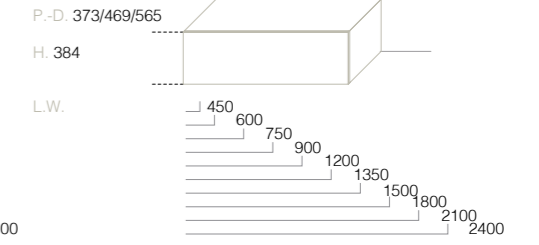
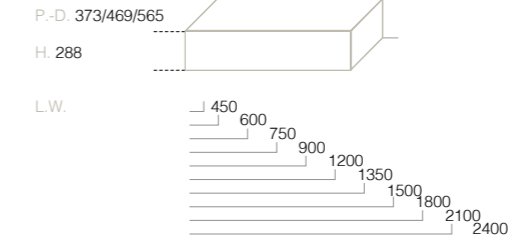
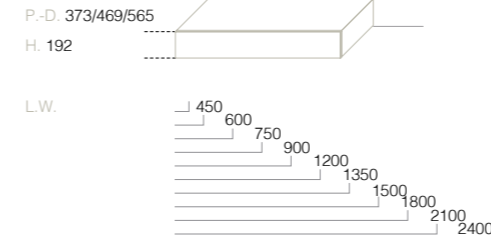
Tecnopolis hinged door wardrobe with Naos bubble leather doors, Bronze finish trims and handles.



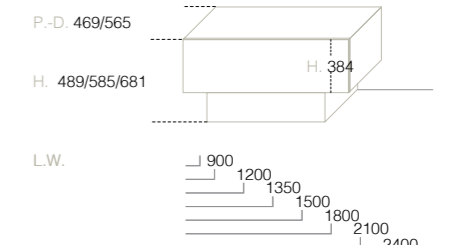
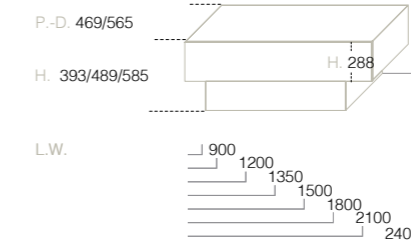
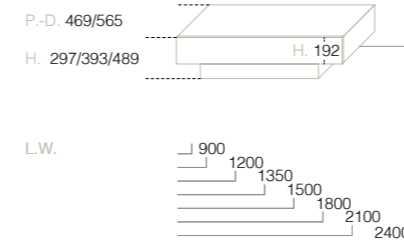




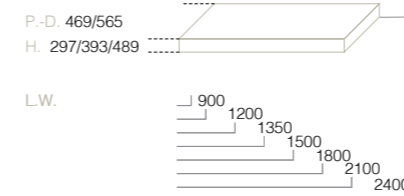
basi
base units



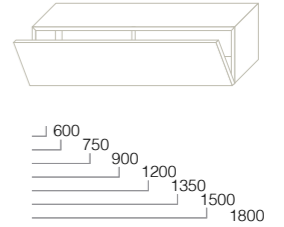
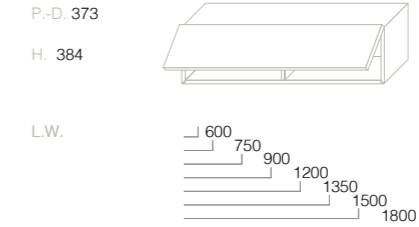
basi con zoccolo
base units with plinths



panche
benches



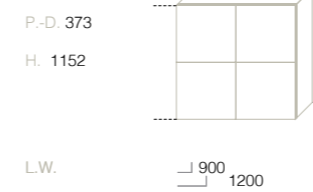
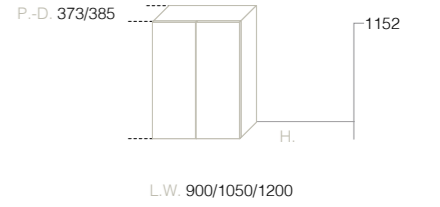
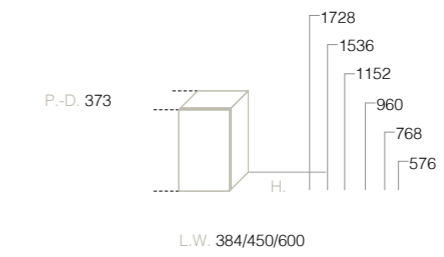
elementi ribalta
flap door units



elementi battenti
swing door units



elementi battenti
swing door units



- Letto **Niobe**
- *Niobe bed*

- Complementi **Sibari**
- *Sibari bedroom furniture*

Stanza 04



Letto imbottito Niobe con testiera e giroletto in tessuto Danzica e piedino metallico in finitura brass. Comodino Sibari in laccato opaco grigio tasmania; interno in contrasto laccato opaco grigio Londra e top in pelle martellata.

Niobe upholstered bed with Danzica fabric headboard and bed frame, featuring Brass finish metal feet. Sibari night stand in matt Grigio Tasmania lacquer; contrasting matt Grigio Londra lacquered interiors with bubble leather tops.

Design Gherardi Architetti



Armadio Tecnopolis ad ante scorrevoli L12 in vetro Master Carré e telaio laccato opaco grigio Londra.
Tecnopolis wardrobe with L12 Master Carré glass sliding doors and matt Grigio Londra lacquered frames.

Niobe, gamba.
Niobe, leg detail.

Letto imbottito Niobe con testiera e giroletto in tessuto sfoderabile grigio e piedino metallico in finitura brass.

Niobe upholstered bed with headboard and bed frame in grey removable fabric, featuring Brass finish metal feet.





Shiro Kuramata

Comodino Sibari laccato opaco grigio tasmania; interno in contrasto grigio Londra e top in pelle martellata.
Sibari night stand in matt Grigio Tasmania lacquer; contrasting matt lacquered interiors with bubble leather top.

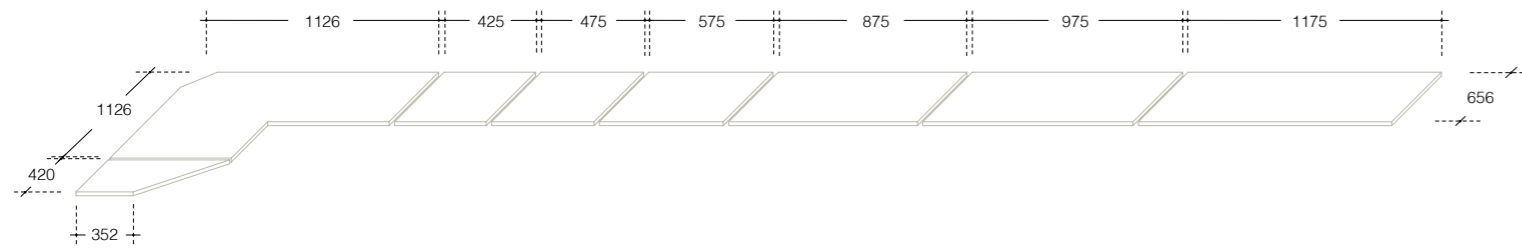
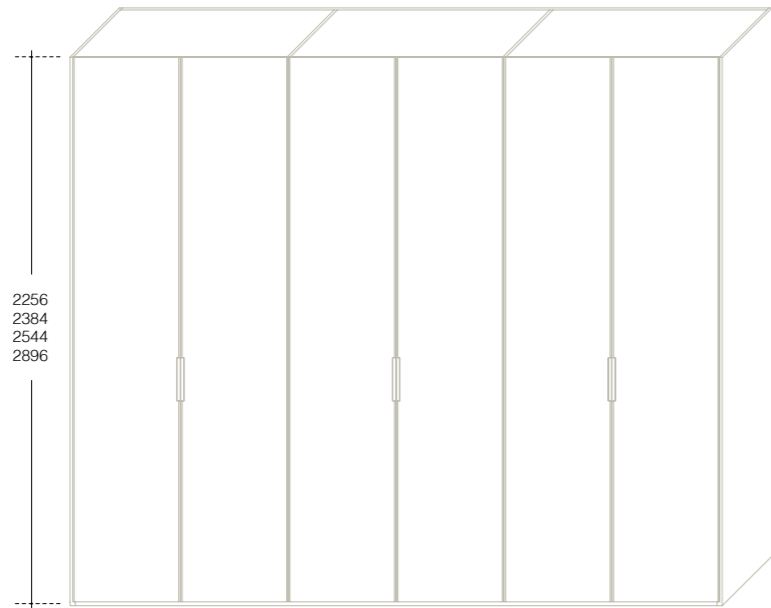


Letto imbottito Niobe con testiera e giroletto in tessuto Danzica.
Niobe upholstered bed with Danzica fabric headboard and bed frame.

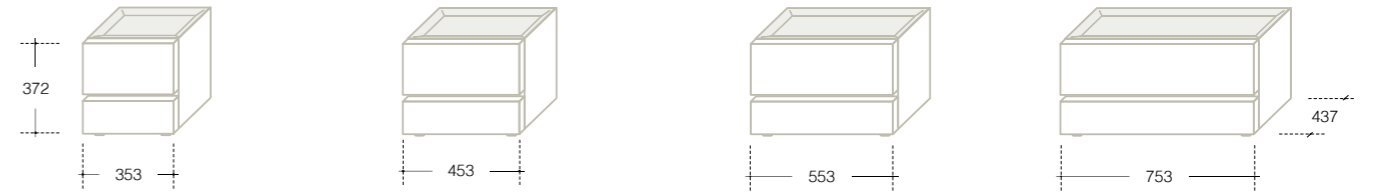


Letto imbottito Niobe con testiera e giroletto in tessuto Danzica. Armadio battente Tecnopolis con anta Naos in laccato opaco grigio polvere, profili e maniglia in laccato opaco grigio Londra. Pouf Pilar in tessuto Lucrezia.

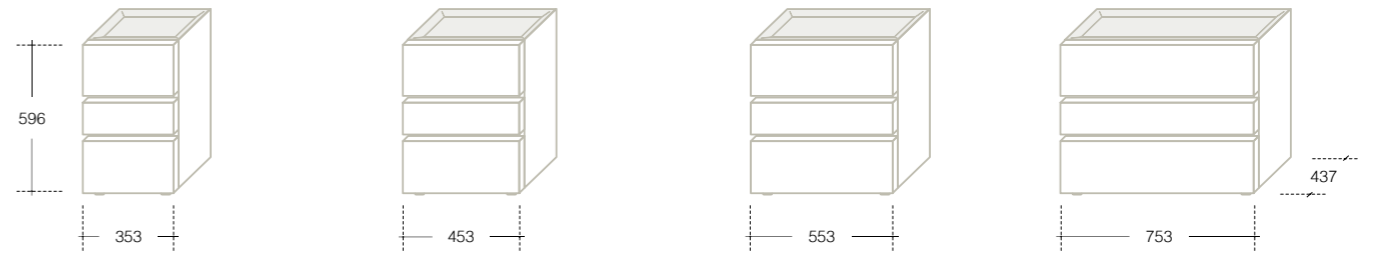
Niobe upholstered bed with Danzica fabric headboard and bed frame. Tecnopolis wardrobe with Naos hinged doors in matt Grigio Polvere lacquer; matt Grigio Londra lacquered trims and handles. Pilar pouf in Lucrezia Fabric.



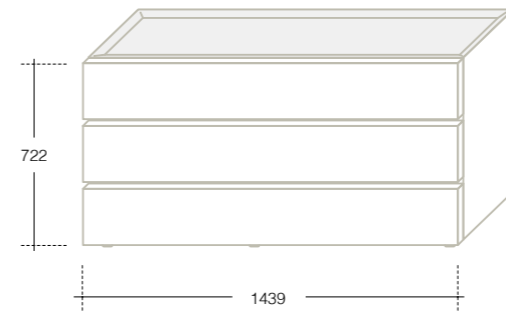
comodino 2 cassetti
2 drawers night stand



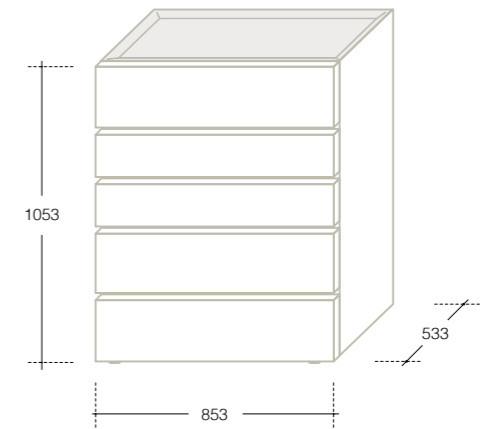
comodino 3 cassetti
3 drawers night stand

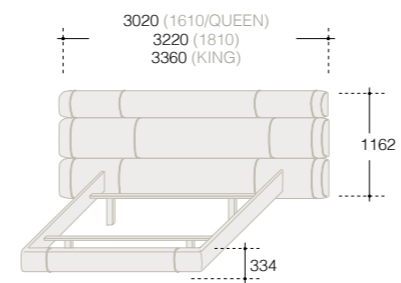
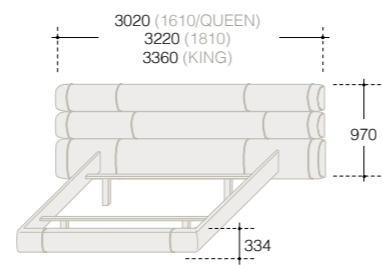
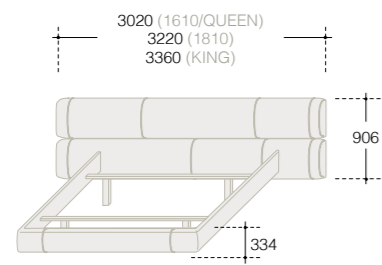
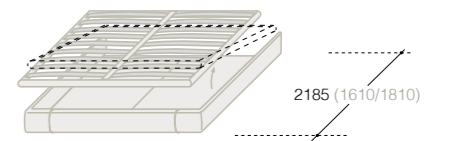
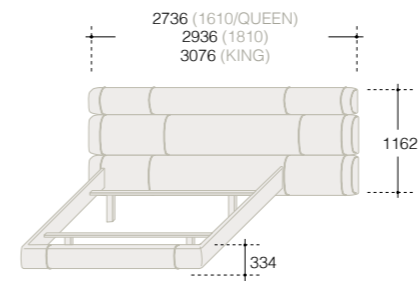
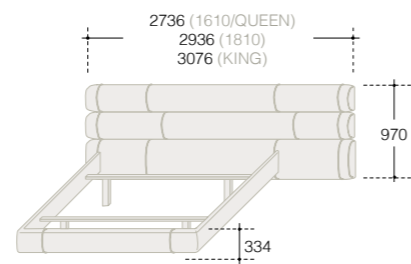
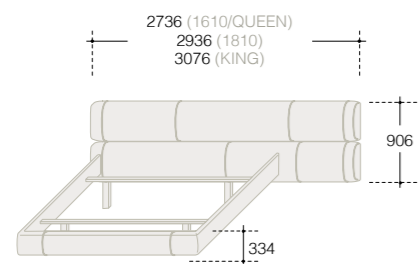
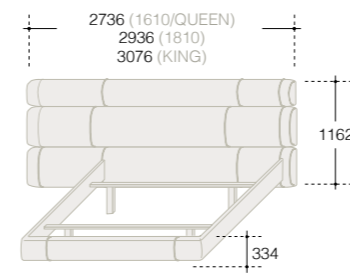
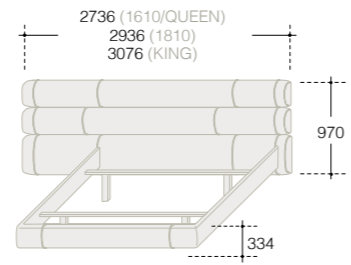
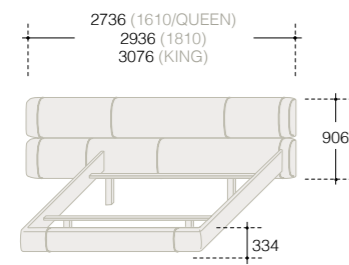
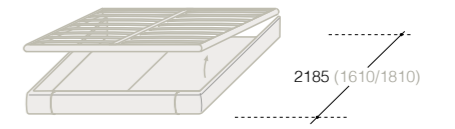
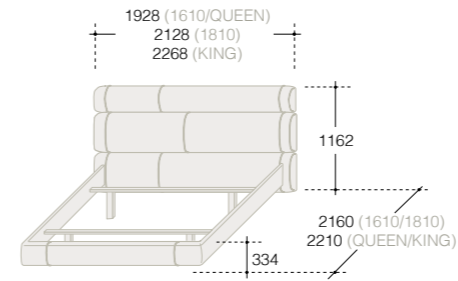
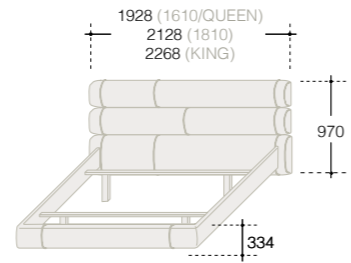
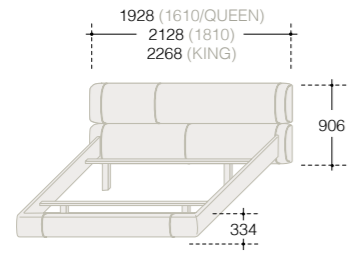


comò 3 cassetti
3 drawers dresser



comò 5 cassetti
5 drawers dresser





progetto: gherardiarchitetti
stylist: makethatstudio
immagini: f2 fotografia
stampa: sincromia

luglio 2018
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